

Psychology And Consumer Culture The Struggle For A Good Life In A Materialistic World

The literature of marketplace behaviour, long dominated by economic and psychological discourse, has matured in the last decade to reveal the vast expanse of consumption activity not adequately addressed – in either theoretical or empirical perspective - by the discipline's favoured approaches. The lived experience of consumption in cultural and historical context, rendered in a fashion that is both intellectually insightful and authentically evocative, and that recognizes the dynamics of accommodation and resistance that characterize the individual's relationship with the market, is the central interpretive thrust of an emerging interdisciplinary field inquiry broadly labelled "consumer culture theory." In this volume, some of the leading scholars of this field explore in great empirical detail and theoretical depth the relationships that the consumer has developed both with goods and services and with the stakeholders that animate markets.

Beginning with an examination of the underpinnings of cultural inquiry, the focus then shifts to specific consumption venues. Analyses of advertising in personal, critical and historical perspective, examination of lifestyle trends from dwelling practices of transnational nomads and regimes of personal training to genetic testing and gambling, interpretations of the dynamics of brand loyalty and corporate image management, and investigation of family consumption rituals are among the topics explored in ethnographic and humanistic perspective.

The Evolutionary Bases of Consumption by Gad Saad applies Darwinian principles in understanding our consumption patterns and the products of popular culture that most appeal to individuals. The first and only scholarly work to do so, this is a captivating study of the adaptive reasons behind our behaviors, cognitions, emotions, and perceptions. This lens of analysis suggests how we come to make selections such as choosing a mate, the foods we eat, the gifts that we offer, and more. It also highlights how numerous forms of dark side consumption, including pathological gambling, compulsive buying, pornographic addiction, and eating disorders, possess a Darwinian etiology. Engaging and diverse in scope, the book maps consumption phenomena onto four key Darwinian modules: survival, reproduction, kin selection, and reciprocal altruism. As an interesting proposal, the author suggests that media and advertising contents exist in their particular forms because they are a reflection of our evolved human nature - negating the notion that they exist through the reverse causal link, as proposed by social constructivists. The link between evolutionary theory and consumption behaviors is detailed throughout the book via an examination of (among many others): appearance-enhancing products and services; financial and physical risk-taking; use of sexual imagery and the depictions of women in advertising; and television programs, movies, songs, music videos, literature, religion, and art. The Evolutionary Bases of Consumption will appeal to evolutionists who desire to explore new areas wherein evolutionary theory can be applied; consumer and marketing scholars who wish to learn about the ways in which biological-and evolutionary-based theorizing can be infused into the consumer behavior/marketing/advertising disciplines; as well as other interdisciplinary scholars interested in gaining knowledge about the power of evolutionary theory in explaining a wide range of behavioral phenomena.

This pathfinding collection--by premier psychotherapists, thinkers, and eco-activists in the field--shows how the health of the planet is inextricably linked to the psychological health of humanity, individually and collectively. It is sure to become a definitive work for the ecopsychology movement. Forewords by Lester O. Brown and James Hillman.

The Hummer: Myths and Consumer Culture is a study of the notorious automobile/sports utility vehicle. Featuring more than fifteen essays, this collection analyzes the Hummer through a wide array of disciplines, including material culture, marketing and advertising, popular culture, military technology, urban planning, and political economy. It provides a complete overview of the vehicle: production, marketing aspects, and cultural significance. The only book of its kind, The Hummer is of great value to cultural studies and American studies scholars and students, as well as to any general reader with an interest in contemporary American culture.

As shopping has been transformed from a chore into a major source of hedonistic pleasure, a specifically Russian consumer culture has begun to emerge that is unlike any other. This book examines the many different facets of consumption in today's Russia, including retailing, advertising and social networking. Throughout, emphasis is placed on the inherently visual - not to say spectacular - nature both of consumption generally, and of Russian consumer culture in particular. Particular attention is paid to the ways in which brands, both Russian and foreign, construct categories of identity in order to claim legitimacy for themselves. What emerges is a fascinating picture of how consumer culture is being reinvented in Russia today, in a society which has one, nostalgic eye turned towards the past, and the other, utopian eye, set firmly on the future. Borrowing concepts from both marketing and cultural studies, the approach throughout is interdisciplinary, and will be of considerable interest, to researchers, students and practitioners wishing to gain invaluable insights into one of the most lucrative, and exciting, of today's emerging markets.

This gripping book considers the history, techniques, and goals of child-targeted consumer campaigns and examines children's changing perceptions of what commodities they "need" to be valued and value themselves. • Features content from across disciplines including sociology, psychology, cultural anthropology, and social work • Introduces the idea that corporations exert a powerful—and largely negative—influence over children and childhood • Offers a theoretical explanation of the current state of consumer capitalism • Presents findings based on original research conducted by the author

Outlining the key themes, concepts and theoretical areas in the field, this book draws on contributions from prominent researchers to unravel the complexities of consumer culture by looking at how it affects personal identity, social interactions and the consuming human being. A field which is characterised as being theoretically challenging is made accessible through learning features that include case study material, critical reflection, research directions, further reading and a broad mix of the types of consumers and consumption contexts including emerging markets and economies. The structure of the book is designed to help students map the field in the way it is interpreted by researchers and follows the conceptual mapping in the classic Arnould & Thompson 2005 journal article. The book is organised into three parts - the Consumption Identity, Marketplace Cultures and the Socio-Historic Patterning of Consumption. Insight is offered into both the historical roots of consumer culture and the everyday experiences of navigating the contemporary marketplace. The book is supported by a collection of international case studies and real world scenarios, including: How Fashion Bloggers Rule the Fashion World; the Kendall Jenner Pepsi Commercial; Professional Beer Pong, Military Recruiting Campaigns, The World Health Organization and the Corporatization of Education. The go-to text for anyone new to CCT or postgraduate students writing a CCT-related thesis.

"Provides definitive coverage of consumer studies with entries that define and explain key concepts, persons, and approaches"--

This book covers the gamut of topics related to gender and consumer culture. Changing gender roles have forced scholars and practitioners to re-examine some of the fundamental assumptions and theories in this area. Gender is a core component of identity and thus holds significant implications for how consumers behave in the marketplace. This book offers innovative research in gender and consumer behavior with topics relevant to psychology, marketing, advertising, sociology, women's studies and cultural studies. It offers 16 chapters of cutting-edge research on gender, international culture and consumption. Unique to this volume is its emphasis on consumption and masculinity and inclusion of topics on a rapidly changing world of issues related to culture and gender in advertising, communications, psychology and consumer behavior.

Death has never been more visible to consumers. From life insurance to burial plots to estate planning, we are constantly reminded of consumer choices to be made with our mortality in mind. Religious beliefs in the afterlife (or their absence) impact everyday consumption activities. Death in a Consumer Culture presents the broadest array of research on the topic of death and consumer behaviour across disciplinary boundaries. Organised into five sections covering: The Death Industry; Death Rituals; Death and Consumption; Death and the Body; and Alternate Endings, the book explores topics from celebrity death tourism, pet and online memorialization; family history research, to alternatives to traditional corpse disposal methods and patient-assisted suicide. Work from scholars in history, religious studies, sociology, psychology, anthropology, and cultural studies sits alongside research in marketing and consumer culture. From eastern and western perspectives, spanning social groups and demographic categories, all explore the ubiquity of death as a physical, emotional, cultural, social, and cosmological inevitability. Offering a richly unique anthology on this challenging topic, this book will be of interest to researchers working at the intersections of consumer culture, marketing and mortality.

'Roberta Sassatelli has written a thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption. Consumer Culture is an appealing and lucid introduction to the major themes - historical and contemporary, theoretical and empirical - surrounding the growth, nature and consequences of consumer culture. It will be of professional interest as well as serving a student audience' - Alan Warde, University of Manchester Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to give: - A history of the rise of consumer culture around the world; - A richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commodification; and - A compelling discussion of the politics underlying our consumption practices. An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time.

This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption and the role of branding The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.

Social Psychology and Theories of Consumer Culture: A Political Economy Perspective presents a critical analysis of the leading positions in social psychology from the perspective of classical and contemporary theories of consumer culture. The analysis seeks to expand social psychological theory by focusing on the interface between modern western culture (consumer culture) and social behaviour. McDonald and Wearing argue that if social psychology is to play a meaningful role in solving some of society's most pressing problems (e.g. global warming, obesity, addiction, alienation, and exclusion) then it needs to incorporate a more comprehensive understanding and analysis of consumer culture. Wide-ranging and challenging, the book offers a fresh insight into critical social psychology appropriate for upper undergraduate and postgraduate courses in personality, social psychology, critical and applied psychology. It will also appeal to those working in clinical, counselling, abnormal, and environmental psychology and anyone with an interest in the integration of social psychology and theories of consumer culture.

Psychology seems always to have been in danger of gravitating, on the one hand, in the direction of metaphysical abstractions and, on the other hand, in the direction of a refined physiology. However, a new psychology has come into existence, borne of the sufferings and the heart aches of the mentally ill--the psychology which is called psychoanalysis. This is a psychology which had its origin in trying to help sick people, in trying to alleviate their sufferings and from the very first dealt with men and women in the raw, as they really were. This is the psychology I propose to give in outline in this book and which might well be called Humanistic not only in the accepted Protogorean meaning of that term but also because it deals with human beings, their hopes and fears, their aspirations and despairs, their good and their evil qualities as every one, but especially the priest and the physician knows them. It is a psychology which has opened the door to the understanding of man and as such I believe is the psychology which will prove of the greatest pragmatic advantage. It is some such scheme as I have outlined in this work which I think should be taught in the medical schools. Later it will find, I am sure, a much wider usefulness. Surely, however, the physician should know something of the principles which govern the operations of the most important of all the endowments of man. (PsycINFO Database Record (c) 2005 APA, all rights reserved).

Are Americans obsessed with shopping? Shop 'til You Drop is a lively look at our consumer culture and its role in our everyday lives and society. Is the United States different from other first-world nations in the amount of time we spend shopping or in our attitudes toward consumption? Are we one unified consumer culture or are several cultures operating and battling against one another? Arthur Asa Berger uncovers the answers to these and other questions, considering the sacred roots of consumer culture, the demographics of consumption, theories about competing cultures, and the semiotics of shopping. Accessibly written and entertaining, Shop 'til You Drop is ideal for courses in cultural studies, advertising, and American studies, as well as for anyone curious about our nation's drive to consume.

The term 'consumption' is generally thought of as process by which individuals purchase goods and services. The New Consumer Psychology attempts to explain consumption as a social behavior that satisfies individual values and desires. In modern society, individual needs are no longer determined solely by age or gender, but by the life values and desires that one pursues. This book uncovers people's subjective experiences of consumption in the capitalist society with interesting inside stories ranging from politics to designer handbags. The book also provides valuable consumer insights into business and individuals by going beyond the limitations of population statistics and demonstrates Q-methodology is used to analyse consumers' subjective responses. This book is an interesting take on how we should

shift our focus from products to people and explains why identification and interpretations of different consumer groups are important in smart targeting. Its content will definitely inspire marketing strategies and market effectiveness.

Contemporary Consumer Culture Theory contains original research essays written by the premier thought leaders of the discipline from around the world that reflect the maturation of the field Customer Culture Theory over the last decade. The volume seeks to help break down the silos that have arisen in disciplines seeking to understand consumer culture, and speed both the diffusion of ideas and possibility of collaboration across frontiers. Contemporary Consumer Culture Theory begins with a re-evaluation of some of the fundamental notions of consumer behaviour, such as self and other, branding and pricing, and individual vs. communal agency then continuing with a reconsideration of role configurations as they affect consumption, examining in particular the ramifications of familial, gender, ethnic and national aspects of consumers' lived experiences. The book move on to a reappraisal of the state of the field, examining the rhetoric of inquiry, the reflexive history and critique of the discipline, the prospect of redirecting the effort of inquiry to practical and humanitarian ends, the neglected wellsprings of our intellectual heritage, and the ideological underpinnings of the evolving construction of the concept of the brand. Contemporary Consumer Culture Theory is a reflective assessment, in theoretical, empirical and evocative keys, of the state of the field of consumer culture theory and an indication of the scholarly directions in which the discipline is evolving providing reflection upon a rapidly expanding discipline and altered consumption-scapes by some of its prime movers.

?This fascinating collection analyzes the impact of Western consumer culture on local cultures and consumption in Southeast Europe and East Asia. Cultural, historical, economic and sociopolitical contexts are examined regarding buying behaviors, usage and customization practices and consumer activism, specifically in Bulgaria, Serbia, and Romania as cultures continue to evolve in the post-socialist era, and in China and Japan as a continuation of movements toward modernity and progress. Surprising and thought-provoking contrasts stand out as consumers balance the global with the local in terms of clothing, technology, luxury items, and food. All chapters feature a wealth of empirical and cross-cultural data, and the presentation is framed by Professor Mike Featherstone's theoretical essay on the origins of consumer culture and the consequences of two hundred years of increasing consumption for the human condition and the future of the planet. Included in the coverage: "You are a socialist child like me": Goods and Identity in Bulgaria Consumer Culture from Socialist Yugoslavia to Post-Socialist Serbia: Movements and Moments Preserves Exiting Socialism: Authenticity, Anti-Standardization, and Middle-Class Consumption in Post-Socialist Romania Modernization and the Department Store in Early 20th-Century Japan: Modern Girl and New Consumer Culture Lifestyles A Cultural Reading of Conspicuous Consumption in China Approaching Consumer Culture broadens the cultural anthropology literature and will be welcomed by Western and Eastern scholars and researchers alike. Its depth and accessibility make it useful to university courses in cultural anthropology, cultural studies, and sociology.

Research on the influence of culture on consumer decision-making and consumption behavior has witnessed tremendous growth in the last decade. With increasing globalization, managers are becoming increasingly aware that operating in multiple markets is crucial for firms' survival and growth. As the world's growth engine shifts from Europe and North America to Asia and Latin America, it has become apparent that an inward-looking and domestic focus strategy will not be sustainable in the long run. And success in foreign markets requires marketers to understand not just what consumers in these markets need but also how they think, behave, consume, and purchase. Numerous studies have documented cultural differences in values and beliefs, motivational orientations, emotions, self-regulation, and information-processing styles, and the effects of these cultural variations on consumer behavior such as brand evaluation, materialism, and impulsive consumption. In this volume, experts from a variety of disciplines and perspectives trace the historical development of culture research in consumer psychology and examine the theoretical underpinnings that account for these findings and the current state of the field. Collectively, the chapters provide a forum for researchers to engage in thoughtful debates and stimulating conversations and offer directions for future research.

What does sexiness mean today? Has sexiness become something that is bought and sold? What identity effects does a sexiness informed by consumer culture have? This book addresses these questions, off the back of a heightened visibility of 'sex', 'sexiness', and 'sexualization' in everyday life.

Contemporary consumer society is increasingly saturated by digital technology, and the devices that deliver this are increasingly transforming consumption patterns. Social media, smartphones, mobile apps and digital retailing merge with traditional consumption spheres, supported by digital devices which further encourage consumers to communicate and influence other consumers to consume. Through a wide range of empirical studies which analyse the impact of digital devices, this volume explores the digitization of consumption and shows how consumer culture and consumption practices are fundamentally intertwined and mediated by digital devices. Exploring the development of new consumer cultures, leading international scholars from sociology, marketing and ethnology examine the effects on practices of consumption and marketing, through topics including big data, digital traces, streaming services, wearables, and social media's impact on ethical consumption. Digitalizing Consumption makes an important contribution to practice-based approaches to consumption, particularly the use of market devices in consumers' everyday consumer life, and will be of interest to scholars of marketing, cultural studies, consumer research, organization and management.

Advertising, materialism and consumption are central aspects of contemporary Western culture. We are bombarded with idealised images of the perfect body, desirable consumer goods, and affluent lifestyles, yet psychology is only just beginning to take account of the profound influence these consumer culture ideals have on individuals' sense of identity and worth. Consumer Culture, Identity, and Well-Being documents the negative psychological impact consumer culture can have on how individuals view themselves and on their emotional welfare. It looks at the social psychological dimensions of having, buying and wanting material goods, as well as the pursuit of media-hyped appearance ideals. In particular, it focuses on: the purchasing of material goods as a means of expressing and seeking identity, and the negative consequences of this psychological buying motivations in conventional buying environments and on the Internet the unrealistic socio-cultural beauty ideals embodied by idealized models. Throughout, different approaches from social psychology are integrated, such as self-completion, self-discrepancy and value theory, to create a comprehensive theoretical framework for understanding the impact of internalising core consumer culture ideals on how individuals see themselves and the implications this has for their psychological and physical health. This book is of interest to anybody who wants to find out more about the psychological effects of living in modern consumer societies on children, adolescents, and adults. More specifically, it will be of interest to students and researchers in social psychology, sociology, media studies, communication and other social sciences, as well as to psychologists, health workers, and practitioners interested in the topics of identity, consumption pathologies, body image, and body-related behaviours.

Gender After Gender in Consumer Culture provides an updated discussion of how gender cuts across consumer culture, in light of increasing gender fragmentation and integration with other identity positions. Sex, the biological distinction male/female, and gender, which refers to a person's sense of being male, female, or any other combinations of these, inform issues as varied as personal identity, social interactions, and market behaviours. First, contributions account for the increasing fluidity and/or fragmentation of gender positions, which reshape the interplay between consumers and marketers. Second, they provide a timely illustration of how consumption and markets concur in contrasting gender inequalities, taken both individually and jointly (e.g., at the intersection of ethnicity or positions of market marginalisation). Third, chapters question the role of gender in granting personal and societal well-being, as they reflect on the collective capacity of constantly undoing gender stereotypes. Focusing on

gender, this book allows the reader to trace the links among cultural categories (e.g. masculinity, femininity, gender identity), social phenomena, and market (dis)functioning. The chapters in this book were originally published as a special issue in the journal *Consumption Markets & Culture*.

What do our clothes say about us? How do the clothes we wear affect our moods and emotions? How does the fashion industry encourage us to aspire to look in a certain way? The *Psychology of Fashion* offers an insightful introduction to the exciting and dynamic world of fashion in relation to human behaviour, from how clothing can affect our cognitive processes to the way retail environments manipulate consumer behaviour. The book explores how fashion design can impact healthy body image, how psychology can inform a more sustainable perspective on the production and disposal of clothing, and why we develop certain shopping behaviours. With fashion imagery ever present in the streets, press and media, *The Psychology of Fashion* shows how fashion and psychology can make a positive difference to our lives.

A study of how materialism and consumerism undermine our quality of life. In *The High Price of Materialism*, Tim Kasser offers a scientific explanation of how our contemporary culture of consumerism and materialism affects our everyday happiness and psychological health. Other writers have shown that once we have sufficient food, shelter, and clothing, further material gains do little to improve our well-being. Kasser goes beyond these findings to investigate how people's materialistic desires relate to their well-being. He shows that people whose values center on the accumulation of wealth or material possessions face a greater risk of unhappiness, including anxiety, depression, low self-esteem, and problems with intimacy—regardless of age, income, or culture. Drawing on a decade's worth of empirical data, Kasser examines what happens when we organize our lives around materialistic pursuits. He looks at the effects on our internal experience and interpersonal relationships, as well as on our communities and the world at large. He shows that materialistic values actually undermine our well-being, as they perpetuate feelings of insecurity, weaken the ties that bind us, and make us feel less free. Kasser not only defines the problem but proposes ways we can change ourselves, our families, and society to become less materialistic.

Psychology and Consumer Culture: The Struggle for a Good Life in a Materialistic World Amer Psychological Assn

With the style and irreverence of *Vice* magazine and the critique of the corporatocracy that made Naomi Klein's *No Logo* a global hit, the cult magazine *Stay Free!*—long considered the *Adbusters* of the United States—is finally offering a compendium of new and previously published material on the impact of consumer culture on our lives. The book questions, in the broadest sense, what happens to human beings when their brains are constantly assaulted by advertising and corporate messages. Most people assert that advertising is easily ignored and doesn't have any effect on them or their decision making, but *Ad Nauseam* shows that consumer pop culture does take its toll. In an engaging, accessible, and graphically appealing style, Carrie McLaren and Jason Torchinsky (as well as contributors such as David Cross, *The Onion*'s Joe Garden, *The New York Times*'s Julie Scelfo, and others) discuss everything from why the TV program *CSI* affects jury selection, to the methods by which market researchers stalk shoppers, to how advertising strategy is like dog training. The result is an entertaining and eye-opening account of the many ways consumer culture continues to pervade and transform American life.

This integrative volume identifies and defines cross-cultural issues in consumer psychology and consumer science as the world becomes an increasingly global marketplace. An international panel of experts analyzes current trends in consumer behavior across diverse countries worldwide and across cultural groups within countries, depicting commonly-used cross-cultural frameworks and research methods. Beginning with conceptualizing and quantifying culture at the national level, the volume then moves to individual levels of analysis of consumer decision-making, examining consumer data as they affect business decisions in marketing products internationally. The resulting work synthesizes the consumer science, international business, and consumer psychology literatures for a deeper understanding of all three disciplines and pathways to future research as cultures interact and tastes evolve. Among the topics covered: Culture as a driver of individual and national consumer behavior. Consumer culture-based attitudes toward buying foreign versus domestic products. Country-of-origin effects: consumer perceptions of international products. The roles of cultural influences in product branding. Cultural aspects of consumer-brand relationships. Consumer behavior in the emerging marketplace of subsistence countries. This attention to both national detail and individual nuance makes *Cross-Cultural Issues in Consumer Science and Consumer Psychology* an instructive and highly useful reference for scholars and students in consumer psychology, cross-cultural psychology, marketing, international business, as well as professionals in these areas.

Consumer Psychology in a Social Media World seeks to illustrate the relevance of consumer psychology theory and research to understanding the social media world that has rapidly become a key component in the social and economic lives of most individuals. Despite the rapid and widespread adoption of social media by consumers, research focused on individuals' use thereof and its implications for organizations and society has been limited and published in scattered outlets. This has made it difficult for those trying to get either a quick introduction or an in-depth understanding of the associated issues to locate relevant scientific-based information. The book is organized into five broad sections. The first presents a summary overview of social media, including a historical and cultural perspective. The second section is focused on social media as a modern form of word of mouth, always considered the most impactful on consumers. It also touches upon a motivational explanation for why social media has such a strong and broad appeal. Section three addresses the impact that consumers' switch to social media as a preferred channel has had on marketers' branding and promotional efforts, as well as the ways in which consumer involvement can be maintained through this process. Section four takes a methodological perspective on the topic of social media, assessing ways in which big data and consumer research are influenced by novel ways of gathering consumer feedback and gauging consumer sentiment. Finally, section five looks at some consumer welfare and public policy implications, including privacy and disadvantaged consumer concerns. *Consumer Psychology in a Social Media World* will appeal to those who are involved in creating, managing, and evaluating products used in social media communications. As seen in recent financial and business market successes (e.g., Facebook, Twitter, LinkedIn, Instagram, Pinterest, WhatsApp, etc.), businesses focused on facilitating social media are part of the fastest growing and most valuable sector of today's economy.

This book provides an in-depth analysis of consumerism that draws from a wide range of theoretical, clinical and methodological approaches. Contributors demonstrate that consumerism and the culture that surrounds it exert profound and often undesirable effects on both people's individual lives and on society as a whole. Far from being distant influences, advertising, consumption, materialism and the capitalistic economic system affect personal, social and ecological well-being on many levels. Contributors also provide a variety of potential interventions for counteracting the negative influence of consumerism.

What impact can various research methods have on consumer psychology? How can they help us understand the workings of the consumer mind? And how can the field of consumer psychology best utilize these methods? In the *Handbook of Research Methods in Consumer Psychology*, leading consumer psychologists summarize key aspects of the research process and explain how different methods enrich understanding of how consumers process information to form judgments and opinions and to make consumption-related decisions. Kardes, Herr, and Schwarz provide an in-depth analysis of the scientific research methods needed to understand consumption-related judgments and decisions. The book is split into five parts, demonstrating the breadth of the volume: classic approaches, contemporary approaches, online research methods, data analysis, and philosophy of science. A variety of leading researchers give insight into a wide range of topics, reflecting both long-standing debate and more recent

developments in the field to encourage discussion and the advancement of consumer research. The Handbook of Research Methods in Consumer Psychology is essential reading for researchers, students, and professionals interested in consumer psychology and behavior.

Consumer psychology is an important area that studies how our thoughts, beliefs, feelings, and perceptions influence our buying behaviors. To understand consumer psychology, it is necessary to understand the perspectives of consumer psychology, know the theories of consumer psychology, and have knowledge of practices about consumer psychology. The concept of consumer psychology, which constitutes a new agenda in discussions on marketing, includes some theory and research. Before elaborating on research and theory we should know some important perspectives about consumer psychology. This book aims to clarify these points in three sections and twenty chapters. To this end, this book covers in-depth studies from marketing discipline that evaluate consumer psychology, theories, and practices. The three-volume Encyclopedia of Consumer Culture covers consuming societies around the world, from the Age of Enlightenment to the present, and shows how consumption has become intrinsic to the world's social, economic, political, and cultural landscapes. Offering an invaluable interdisciplinary approach, this reference work is a useful resource for researchers in sociology, political science, consumer science, global studies, comparative studies, business and management, human geography, economics, history, anthropology, and psychology. The first encyclopedia to outline the parameters of consumer culture, the Encyclopedia provides a critical, scholarly resource on consumption and consumerism over time. Key topics: Theories and concepts Socio-economic change Socio-demographic change Identity and social differentiation Media Style and taste Mass consumptions Ethical Consumption Civil society Environment Domestic consumption Leisure Technology Work Production Markets Institutions Welfare Urban life

How do people communicate their romantic feelings? Gift giving is one way. Giving and receiving of gifts is a characteristic of intimate relationships. Gifts are a message, a form of communication with a tangible material object, about love, affection, or concern for the recipient. The "romantic gift" evokes a multitude of intertwined meanings: passion, intimacy, affection, persuasion, care, celebration, altruism, and nostalgia. They can also connote the negative images of obligation and reciprocity. Romantic gift giving may be practiced at rituals, during rites of passage, or for casual occasions, to affirm the continued importance of the romantic relationship. We may even romanticize the giving of gifts to the self, to nonhuman companions, and to others we do not know personally. If loving and giving are a practice, then romantic gift giving is a practice of loving with intimate—or would-be intimate—others. This book addresses gift giving among consumers attempting to express and construct romantic love. It lies at the intersection of consumption, markets, and culture. In societies shaped by the globalizing neo-liberal economic order, increasing wealth disparity, and a partially digitized social environment that they help to co-construct, it may be time to rethink romantic love. Gift giving is a key arena to do so, as gifts make love tangible and act as carriers of meaning as well as cultural symbols. In gift giving the meanings of romance are renewed, renegotiated, and reconstructed. Gifts, Romance, And Consumer Culture demonstrates a wide variety of scholarly work bearing on romantic gift giving using an interpretive consumer research perspective. The book introduces critical studies by scholars in this unfolding and new interdisciplinary field.

Consumer Culture and Society offers an introduction to the study of consumerism and consumption from a sociological perspective. Author Wendy Wiedenhof Murphy examines what we buy, how and where we consume, the meanings attached to the things we purchase, and the social forces that enable and constrain consumer behavior. Opening chapters provide a theoretical overview and history of consumer society and featured case studies look at mass consumption in familiar contexts, such as tourism, food, and higher education. The book explores ethical and political concerns, including consumer activism, indebtedness, alternative forms of consumption, and dilemmas surrounding the globalization of consumer culture.

The question of consumption emerged as a major focus of research and scholarship in the 1990s but the breadth and diversity of consumer culture has not been fully enough explored. The meanings of consumption, particularly in relation to lifestyle and identity, are of great importance to academic areas including business studies, sociology, cultural and media studies, psychology, geography and politics. The SAGE Handbook of Consumer Culture is a one-stop resource for scholars and students of consumption, where the key dimensions of consumer culture are critically discussed and articulated. The editors have organised contributions from a global and interdisciplinary team of scholars into six key sections: Part 1: Sociology of Consumption Part 2: Geographies of Consumer Culture Part 3: Consumer Culture Studies in Marketing Part 4: Consumer Culture in Media and Cultural Studies Part 5: Material Cultures of Consumption Part 6: The Politics of Consumer Culture

"Exploring the process of Iran's modernization through the double lens of domesticity and consumer culture, Pamela Karimi demonstrates the extent to which the Iranian house has served as the place of encounter with the "other" and of reconsideration of the nation as "home." Domesticity and Consumer Culture in Iran examines the interplay between native aspirations, foreign influences, gender roles, consumer culture and women's education as they intersect with taste, fashion, domestic architecture and interior design in modern Iran. Throughout, ideas of consumer culture and gender are at its core, but other important socio-political subjects are examined in order to view Iran's modernization through the prism of its people's private lives. Presenting a new perspective on the 1979 Iranian revolution, re-read vis-a-vis the opinions of Shiite religious scholars, the Left, and the revolutionary elites, this book demonstrates how Iranians have contested the public-private dichotomy as manifested in the Islamic Republic's texts, images, and actual physical spaces"--

DIVFor Americans entering the twenty-first century, it is the best of times and the worst of times. Material wealth is at record levels, yet disturbing social problems reflect a deep spiritual poverty. In this compelling book, well-known social psychologist David G. Myers asks how this paradox has come to be and, more important, how we can spark social renewal and dream a new American dream. Myers explores the research on social ills from the 1960s through the 1990s and concludes that the materialism and radical individualism of this period have cost us dearly, imperiling our children, corroding general civility, and diminishing our happiness. However, in the voices of public figures and ordinary citizens he now hears a spirit of optimism. The national dialogue is shifting—away from the expansion of personal rights and toward enhancement of communal civility, away from efforts to raise self-esteem and toward attempts to arouse social responsibility, away from “whose values?” and toward “our values.” Myers analyzes in detail the research on educational and other programs that deal with social problems, explaining which seem to work and why. He then offers positive and well-reasoned advice, suggesting that a renewed social ecology for America will rest on policies that balance “me thinking” with “we thinking.”/div

Drawing on empirical research, clinical case material and vivid examples from modern culture, The Psychology of Overeating demonstrates that overeating must be understood as part of the wider cultural problem of consumption and materialism. Highlighting modern society's pathological need to consume, Kima Cargill explores how our limitless consumer culture offers an endless array of delicious food as well as easy money whilst obscuring the long-term effects of overconsumption. The book investigates how developments in food science, branding and marketing have transformed Western diets and how the food industry employs psychology to trick us into eating more and more – and why we let them. Drawing striking parallels between 'Big Food' and 'Big Pharma', Cargill shows how both industries use similar tactics to manufacture desire, resist regulation and convince us that the solution to overconsumption is further consumption. Real-life examples illustrate how loneliness, depression and lack of purpose help to drive consumption, and how this is attributed to individual failure rather than wider culture. The first book to introduce a clinical and existential psychology perspective into the field of food studies, Cargill's interdisciplinary approach bridges the gulf between theory and practice. Key reading for students and researchers in food studies, psychology, health and nutrition and anyone wishing to learn more about the

relationship between food and consumption.

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